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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|--|-------------|----------------------|-------------------------|------------------|
| 09/821,535 | 03/29/2001 | Kevin D. Hunter | 150-095RP | 4717 |
| 7590 | 12/12/2005 | | EXAMINER | |
| Mr. William Fritz NoeMedia Technologies Inc. 2201 Second Street Suite 600 Fort Myers, FL 33901 | | | ZHONG, CHAD | |
| | | | ART UNIT | PAPER NUMBER |
| | | | 2152 | |
| | | | DATE MAILED: 12/12/2005 | |

Please find below and/or attached an Office communication concerning this application or proceeding.

| | | |
|---|------------------------|------------------|
| Advisory Action Before the Filing of an Appeal Brief | Application No. | Applicant(s) |
| | 09/821,535 | HUNTER, KEVIN D. |
| | Examiner Chad Zhong | Art Unit 2152 |

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 21 November 2005 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

- The period for reply expires 3 months from the mailing date of the final rejection.
- The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

- The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
 - They raise new issues that would require further consideration and/or search (see NOTE below);
 - They raise the issue of new matter (see NOTE below);
 - They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 - They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

- The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
- Applicant's reply has overcome the following rejection(s): _____.
- Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

- For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: none.

Claim(s) objected to: none.

Claim(s) rejected: 1-14.

Claim(s) withdrawn from consideration: none.

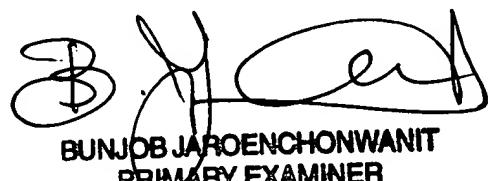
AFFIDAVIT OR OTHER EVIDENCE

- The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
- The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

- The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

- The request for reconsideration has been considered but does NOT place the application in condition for allowance because: see continuation sheet.
- Note the attached Information Disclosure Statement(s). (PTO/SB/08 or PTO-1449) Paper No(s). _____
- Other: _____



BUNJOB JAROENCHONWANIT
PRIMARY EXAMINER

Continuation of item 11.

Applicant argues in substance that Blinn does not explicitly teach:

- a) "linkage code comprising a routing identification code and an item identification code".
- b) "completing the URL template by filling in at least the item identification code"
- c) "client device identification code is transmitted by the client device to the URL-assembly server along with the linkage code, the client device identification code functioning to identify operational characteristics of the client device"

In response to Applicant's arguments:

a) Refer to Col. 7, lines 24-27:

"http://server_name/environment.security/pgen/store_name/shopper_id/template.html;arg1=value1;arg2=value2 ... "

Blinn teaches linkage code comprising routing identification code and the item identification code, routing identification code is the server_name, pgen, and store_name, identifying hierarchical structure as well as routing information to get to the destination node on the network, server_name portion of the URL specifies the name of the server having the router to the merchant's store; pgen invokes the dynamic page generator to extract a template name. Item identification code is defined at least with template.html, which is a part of URL link as stated above, further (see Blinn Col. 13, lines 55 - Col. 14, lines 22), where the template contains directives to retrieve additional information on products, that is template.html will be completed with additional information retrieved from the server side 121.

b) as asserted in item (a) above item identification code is the template.html. There are multiple directives within the template.html, when executed by the server 121, results will return to dynamic page generator 125 in order to complete the template file, see examples located in Blinn, Col. 13, lines 55 - Col. 14, lines 22.

c) client device identification code here is the "shopper_id" located in Col. 7, lines 40-45, this identifier specifically identifies the shopper. That is each shopper is presumably operating on different machines, having different profiles, and different operational characteristics, the shopper_id uniquely differentiate the differences between each of the shoppers and thus teaches the client device identification code as claimed.

Applicant's arguments has been considered but does not place the application in condition for allowance, examiner's grounds of rejection are maintained.